

Feasibility Analysis of a Farmer-Chef Distribution System in Colorado
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Conduct market research on the size of the Colorado market for produce of farmer's market origin, variety, quality and price, critique various business models and decide on an organizational structure that is feasible for Farmer-Chef distribution.

Individual visits with chefs, once produce is available, is the only viable way to ascertain their willingness to buy from local distribution system, and to determine an expected weekly volume in sales for that client. Visiting markets at each point of the season is the best way to determine price points, quantity available and seasonal timing. 5-10% of chefs have some interest in buying locally, and that sales per chef will average between 50-250 dollars a week.

Full report

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